

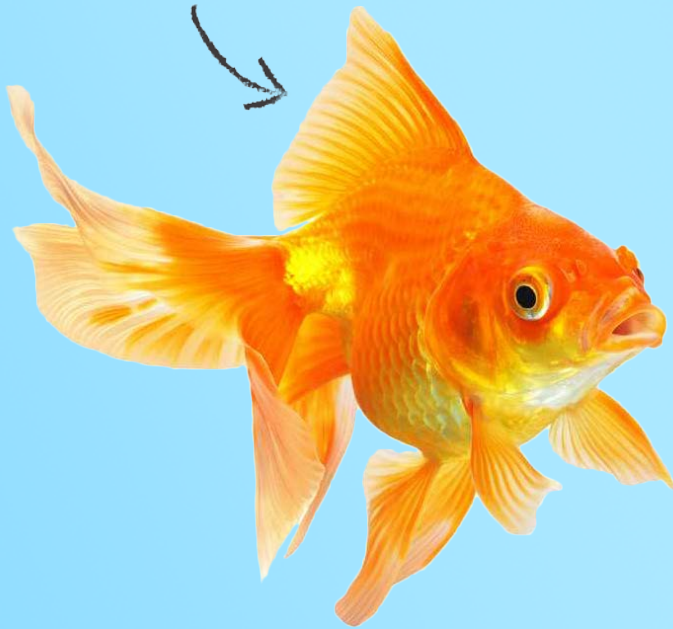
little ideas
about

Big Data

SCOTT DAVIS | SVP, DIGITAL & STRATEGIC PLANNING | WEBER SHANDWICK
@scottdavis

Behold, the goldfish

MEET GUS



I'M HERE FOR THE
BIG DATA PARTY



3 guiding principles



signals vs. KPIs

beware of data for data's sake



Exclusive: Nike fires majority of FuelBand team, will stop making wearable hardware


The sportswear company has decided that only software has a future in Nike's technology vision. That means cutting the FuelBand, including a slimmer version planned for the fall.

by Nick Statt [@nickstatt](#) / April 18, 2014 4:41 PM PDT

70 / 1.3K / 6.6K / 1.4K / more +

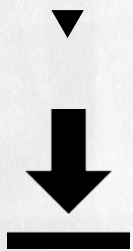
presented by





data
is more
than results

data (qual & quant)



inputs

- social landscape analysis
- google search data
- simmons & other research



optimization

- google analytics
- media buy data
- social monitoring



results

- google analytics
- media buy data
- sentiment analysis



let it simmer

- daily ▶ optimize spends
monitor interactions
- monthly ▶ report metrics
review ed cal
- quarterly ▶ analyze performance
adjust campaign



in practice



Abbott

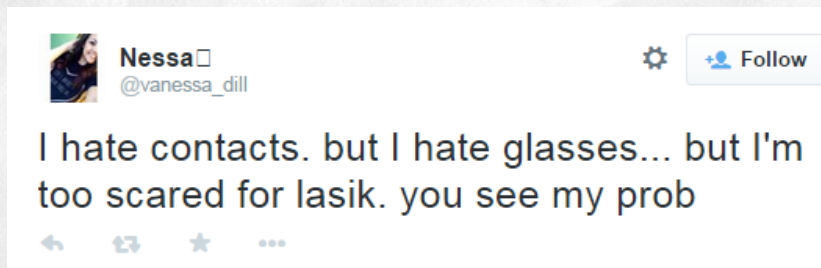
what's going on?

GEEK IS

The New Sexy

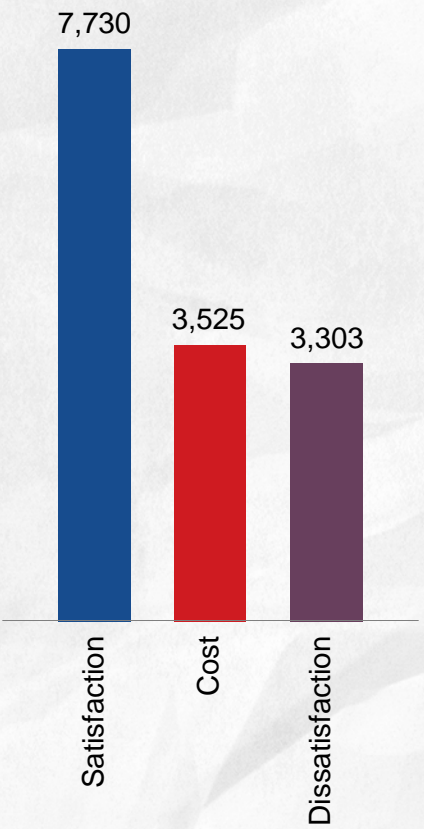
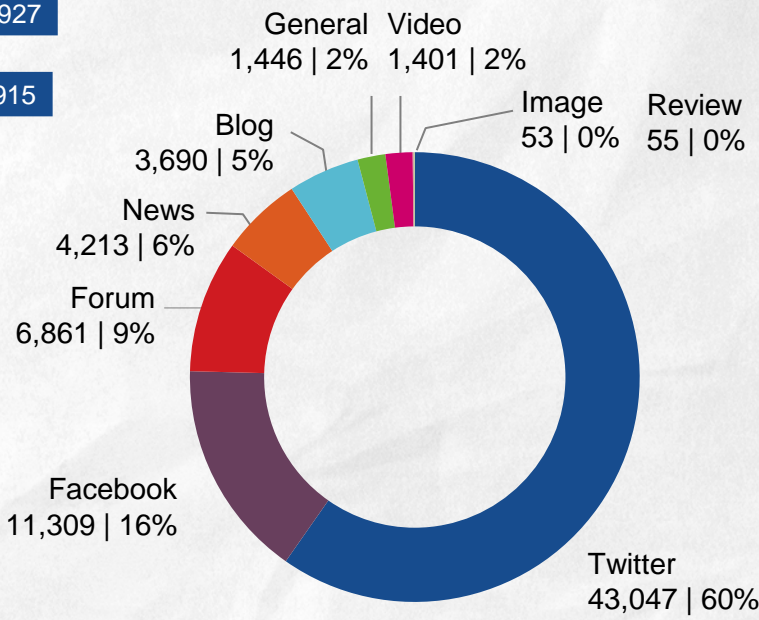
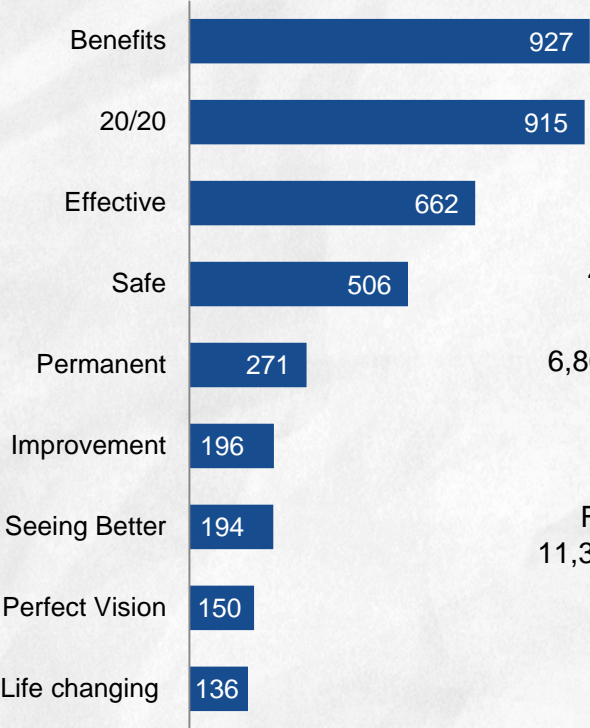


Clear vision
is not a
differentiator



LASIK social landscape analysis

Key Topics



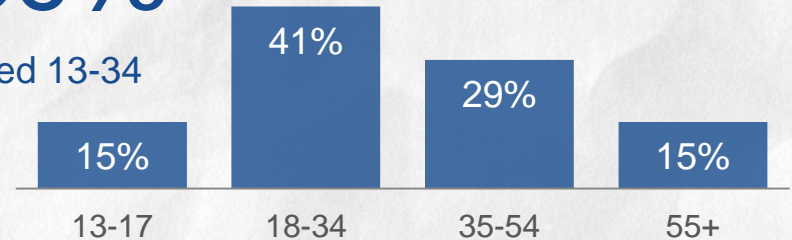


200M

US Monthly Uniques
(500M Global Monthly Uniques)

50%

aged 13-34



reaching our millennial target

3 out of 5 engage with
sponsored
content

3.3x more likely
to take
offsite action
following brand
engagement
vs. average
internet user



37%

household
incomes \$100K+



Introducing



**4 Ways Your
Contacts Try to
Undermine Your
Office Life**

**AM I A  GOOD
CANDIDATE
FOR LASIK?**



**That Contact Lens
You Dropped? This
is Where it Wound
Up**



**Glasses Are the
Worst Movie Date**



**I've Got
Astigmatism, Can I
Get LASIK (Spoiler
alert: yes)**

new campaign, new way to measure

engagements

clicks

cost per engagements

cost per click

cost per engagement

engagement rate

click-thru rate

cost per share

social shares

share rate

clicks to DTC site

impressions

leads generated

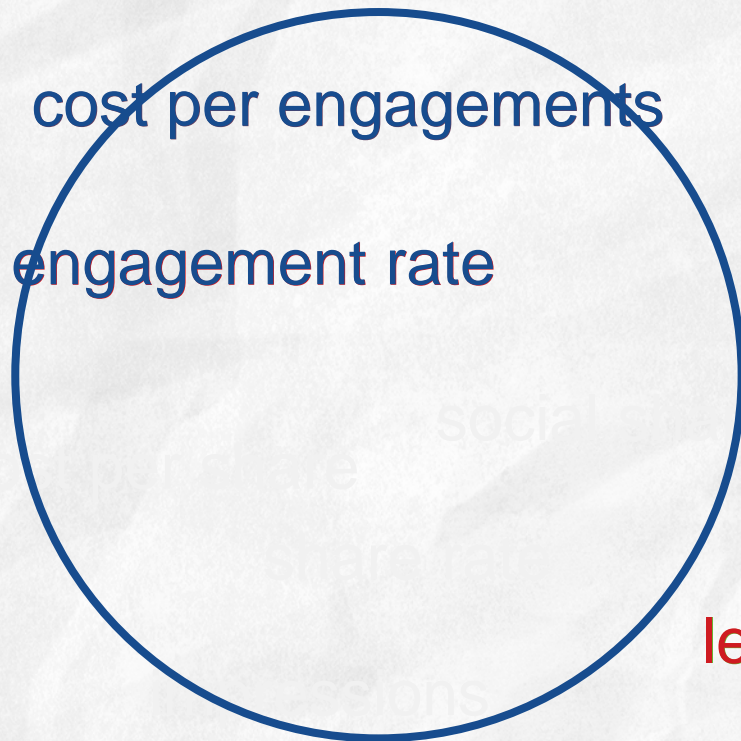
conversions

cost per thousand

conversion rate

new campaign, new way to measure

engagements



SOCIAL KPI

leads generated



CAMPAIGN OBJECTIVES
conversion rate

not all content is created equal

3 Ways Your Glasses Are Throwing Off Your Game



7,886

pageviews

71

engagements

5 Worst Places to Have to Change Your Contacts



6,841

pageviews

1,804

engagements



tracking success

7.3%

engagement rate

client goal was to beat 1%

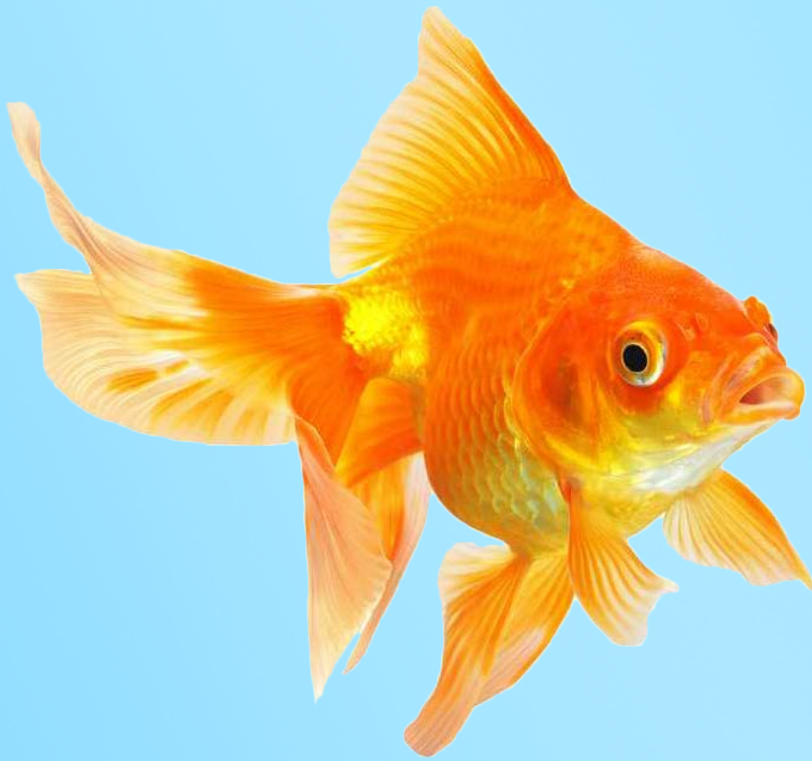


+10%

primary conversion
goal
relative to average
DTC traffic

+50%

all conversion goals
relative to average
DTC traffic





Scott Davis

SVP, Digital and Strategic Planning

Weber Shandwick

Scott leads the Digital and Strategic Planning disciplines in the Los Angeles office. A Southern California native, Scott has a 15 year track record of delivering exceptional results for clients while working at the LA offices of Deutsch, Saatchi & Saatchi, and Ogilvy & Mather.

During Scott's five-year tenure at Ogilvy & Mather he led the development of critically acclaimed communication efforts for Cisco, Square-Enix, and THQ. On the Cisco business, Scott was primarily responsible for driving 360-degree business plans across brand, products and solutions in the US and abroad. His campaign to re-launch the Cisco security suite of products ("The Realm") won a Bronze Effie, a Gold Creativity Award, and was a Webby Honoree. Cisco is now recognized as #13 on Interband's "Best Global Brand" study, up from #18 in 2006.

A confessed "gear head," Scott spent most of his early career working with automotive clients. He supervised all aspects of marketing and advertising for 30 Mitsubishi Dealer Advertising Associations across the Western Region. Scott also led the critically acclaimed launch of Toyota's FJ Cruiser, a campaign that was shortlisted at Cannes.